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Through our experience we've learned that if you want to do something well, you have to know something about it. We would like to share some of what we have learned with you. Our newsletter is where you'll find marketing and visual communications topics related to retaining, communicating with and growing your organization's

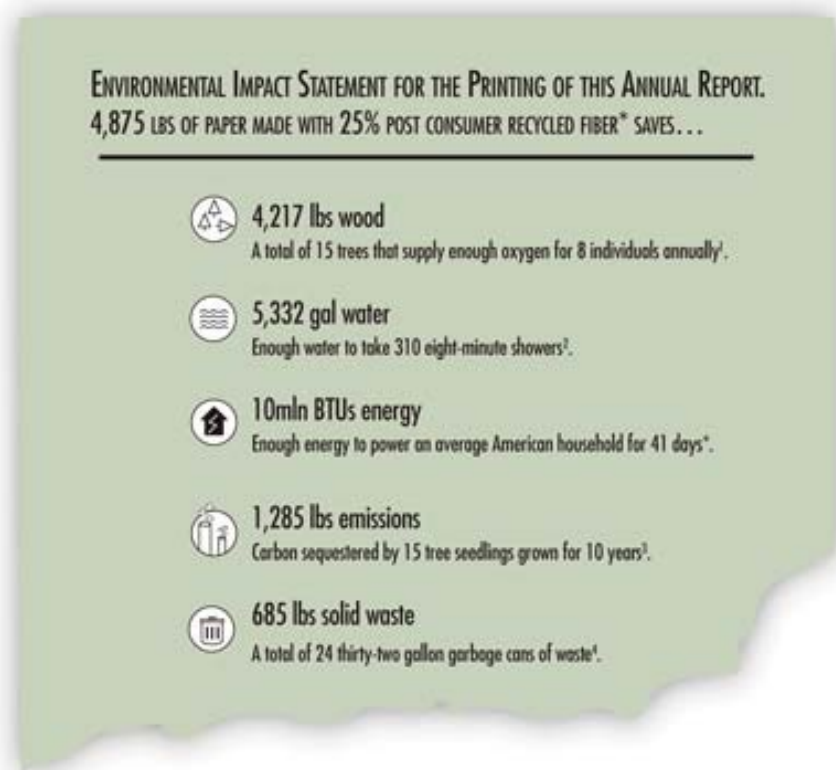
How to Communicate "GOING GREEN" in Print

An idea that once began as a faint whisper careening out of the mouths of a few, has now been established as an untiring issue that pervades the fabric of our global tapestry. Every second, every minute, every hour, every day, more people are becoming aware of the extreme importance of becoming "**environmentally friendly**". Unlike other issues that seem to fade in and out of our social consciousness, it is apparent that environmental awareness is here to stay, and for a good and obvious reason.

However, I'm quite sure this is no new sound navigating its way into your ears but rather one that has traveled that distance many times before. Being "**environmentally friendly**" has become an increasingly popular movement in the business community for more than a dozen years and is now considered an essential tenet for success in most businesses. So there is no need to waste your time with what you already know. Instead, this newsletter will focus on how to properly communicate through printed material your companies' green initiative to clientele.

The ultimate purpose of printed materials (such as brochures, booklets, etc.) is to connect your business with the reader. This is accomplished best when a company establishes what the reader wants and needs to hear. Your green initiative has the potential to connect your business even further with the reader. Your reader wants to know how environmentally friendly your business is.

Environmental Impact Statements (EIS) are a great way to showcase your green initiative and to further engage your clientele. An EIS is an analysis of the environmental implications of a project. **The following is an example of such a statement:**





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This EIS reflects the amount of paper used to make this particular product. In this case 4,875 pounds of paper were used. The statement then goes to tell us that 25% of that paper used was post consumer recycled fiber. Due to the use of post consumer recycled fiber this project has saved 4,217 pounds of wood, 5,332 gallons of water, 10 million BTU's of energy, 1,285 pounds of emissions and 685 pounds of solid waste. What an astounding and novel way to convey the positive impact your company has on the environment. The reader can actually visualize the immense amount of 4,217 pounds of wood or 5,332 gallons of water. Ultimately the reader will identify with your company and its environmental friendliness.

Developing an EIS is contingent upon these two key factors:

1. **Partnering with an FSC certified printer**
2. **Printing the job on FSC certified paper**

Upon receiving a printing job, the FSC certified printer would calculate the Post Consumer Waste based on the amount of paper being used. Once a total is procured, the printer works with the paper company to calculate the EIS. And thus is the formation of an Environmental Impact Statement.

So keep in mind that EIS's have pertinent information that leave an indelible imprint on the mind of the reader. If this information is written on the printed material, the reader will know the effort and care your company puts into being **"environmentally friendly"**. You'll ultimately make gains on further connecting with your clientele.

For more information on how to make your business more environmentally friendly, please visit:

www.carbonplanet.com
www.carboncounter.org
www.fscus.org

To view Rottman Creative Groups Green Commitment, visit: **"Our Commitment"**

